

ABSTRACT OF THE DISCLOSURE

The present invention relates to systems and methods for intellectual property marketing, management, and maintenance. An intellectual property marketing system manages the marketing of an intellectual property asset, where the intellectual property asset is based at least in part on an innovation submission of an innovator. An innovation maintenance management system manages rewarding of the innovator based at least in part on the innovation submission.

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if the first and second data are the same, then the first data is the same as the second data. If the first and second data are different, then the first data is not the same as the second data.